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Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

- DIFFERENT STROKES FOR TV NETWORK DEVELOPMENT / 21
- 1ST AMENDMENT BIG WINNER ON INDECENCY BAN / 35
- KING WORLD TURNS BACK ITS BUFFALO V / 41

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*Source: NTI GAA Rating w/e 1/19/92

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FOX O&O'S OUT OF INTV

By Joe Flint

Fox Broadcasting Co. took one more step to becoming a network last week when it pulled its seven owned stations out of the Association of Independent Television Stations. Fox's departure from INTV raised questions about the association's long-term viability, although so far there is no evidence that Fox's departure has caused other members to question their commitment to INTV.

The decision to leave INTV, according to Preston Padden, Fox senior vice president, affiliate relations, was "a decision of the Fox-owned stations only, and is not intended as a signal to any of our affiliates to do the same. We understand and respect that any of our affiliated stations will reach differing conclusions [in terms of maintaining their INTV membership]."

Fox's departure does not come cheap. According to industry estimates, the Fox stations paid somewhere between $150,000 and $200,000 in annual dues. Hedlund said there will be an impact financially from Fox's leaving, but the association, he added, operated at a profit last year. "This will not put us into the red or jeopardize our future," Hedlund said. He also suggested that cost-cutting at Fox also may have played a part in the decision.

Indeed, one Fox general manager said his station is "in the midst of a budgetary process, which, in all likelihood, is prohibiting us from continuing to pay those kind of dues."

It is unlikely that—at least for now—Fox will try to start its own association for Fox affiliates. One INTV board member and Fox affiliate said he did not think "a Fox start-up would have the clout to rival INTV." Padden said the decision to leave INTV will have no impact on Fox's lobbying efforts, which he will continue to monitor.

Fox's decision came as no surprise to board members and industry operators. Fox had been discussing the possibility since last fall and one INTV board member said he had not seen INTV board member Thom Herwitz, general manager of Fox-owned

This Week

BLASTING CAPS / 4

The FCC will vote this week to raise both the overall and local-market ownership limits on radio stations. The existing rule caps ownership at 12 AM's and 12 FM's, with no more than one each in a single market.

PILOT LITE / 21

The cost-conscious commercial networks are looking at ways to trim the $200-million price tag of pilot development. In addition to looking at fewer projects overall, the networks are ordering abridged presentations (as short as 12 minutes) and opting for live workshop demos.

GLADIATORS FOR EXPORT / 22

Growing ratings and clearances for Samuel Goldwyn Television's *American Gladiators* have allowed the syndicator to grab some upgraded time periods, and they've spawned a spinoff, *World Gladiators,* for export to Europe and Asia.

LIMITED TIME ONLY / 30

Local cable operators are angling for a bigger piece of ad time than the two minutes an hour the networks are ready to give. Operators aren't optimistic, though, about the networks sacrificing any time, and see additional networks as the best way to net more spots.

RADIO MAGNET / 32

The NAB is packing more punch into the radio program at its annual spring convention, hoping that issue-oriented sessions and an audio-only exhibit hall will boost heretofore flagging attendance by the radio crowd.

IT DID NOT STAND / 35

The U.S. Supreme Court last week let stand an appeals court ruling striking down an around-the-clock ban on broadcast indecency. The action means the FCC must carve out a safe harbor for such broadcasts. The 24-hour ban was enacted by Congress four years ago but never enforced by the FCC, which cited legal uncertainties surrounding it.

CPB FUNDING DEBATE / 36

A group of Senate Republicans, riled over what they consider indecent broadcasts and a liberal bias by public TV, last week attacked the $1.1 billion authorization for the Corporation for Public Broadcasting. CPB supporters accused the faction of attempting to hold *Sesame Street* and *Mr. Rogers' Neighborhood* hostage to their own political ends.

PBS children's show host Fred Rogers (right) talks with Senator Harris Wofford (D-Pa.) at a Capitol Hill reception as the Senate debates public TV funding (p. 36).

DIVESTING OF DIVERSITY / 41

With the soft ad market forcing its WIVB-TV into default on its loan covenants, syndicator King World seems likely to give up majority ownership in the CBS affiliate to the station's lenders.

Samuel Goldwyn hopes to complement the strength of 'American Gladiators' with 'World Gladiators' (p. 22)

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Broadcasting's Ratings Week ϟ Feb 24 - Mar 1

	ABC	CBS	NBC	FOX
MONDAY	15.7/24	16.8/26	13.9/21	
8:00	44. FBI: Untold Str. 12.7/20	13. Evening Shade 16.2/25	23. Fresh Prince 15.2/23	
8:30	42. Amer Detective 12.9/19	9. Major Dad 17.0/25	28. Blossom 14.8/22	
9:00	8. ABC Monday Night Movie—Crash Landing: Rescue-Flight 232 17.1/26	4. Murphy Brown 19.0/28	36. NBC Monday Night Movie—Grass Roots, Pt.1 13.4/20	
9:30		10. Designg Wmn 16.8/25		
10:00		17. Northern Exposure 15.9/25		
10:30				
TUESDAY	15.3/23	17.2/26	15.3/23	NO PROGRAMING
8:00	11. Full House 16.5/25	13. 34th Grammy Awards 16.2/27	20. In the Heat of the Night 15.6/23	
8:30	7. Home Improvmt 17.5/25			
9:00	3. Roseanne 19.2/28		25. NBC Movie of the Week Grass Roots, Pt.2 15.1/23	
9:30	11. Coach 16.5/24			
10:00	55. Mobs and Mobsters 11.1/18			
10:30				
WEDNESDAY	14.9/24	10.4/17	13.4/22	NO PROGRAMING
8:00	50. Dinosaurs 11.9/19	63. Davis Rules 9.5/15	5. Unsolved Mysteries 18.8/30	
8:30	31. Wonder Years 14.4/22	74. Brooklyn Bridge 7.6/12		
9:00	19. ABC Movie Special—When Harry Met Sally 15.7/26	59. Jake and the Fatman 10.4/16	35. Seinfeld 13.5/21	
9:30			57. Night Court 10.8/17	
10:00		47. 48 Hours 12.1/21	65. Quantum Leap 9.2/16	
10:30				
THURSDAY	10.6/17	11.6/18	15.8/25	13.9/21
8:00	62. Columbo 9.7/15	55. Top Cops 11.1/17	26. Cosby 15.0/24	33. Simpsons 14.0/22
8:30			22. A Diffrnt World 15.4/24	29. Simpsons 14.6/23
9:00		53. Street Stories 11.3/17	6. Cheers 18.2/27	36. Beverly Hills 90210 13.4/20
9:30			17. Wings 15.9/24	
10:00	45. Primetime Live 12.4/21	45. Knots Landing 12.4/21	26. L.A. Law 15.0/25	
10:30				
FRIDAY	13.2/24	7.5/14	10.7/20	7.7/14
8:00	39. Family Matters 13.3/24	77. Scorch* 7.2/13	39. Matlock 13.3/24	74. America's Most Wanted 7.6/14
8:30	51. Step By Step 11.8/21	77. Fish Police* 7.2/13		
9:00	52. Baby Talk 11.7/21	70. Tequila and Bonetti 7.9/14	59. I'll Fly Away 10.4/19	73. Sightings: Ghosts 7.8/14
9:30	61. Billy 10.1/18			
10:00	16. 20/20 16.0/30	76. Hearts are Wild 7.4/14	69. Nightmare Cafe* 8.4/16	
10:30				
SATURDAY	7.0/13	8.2/15	13.9/25	8.8/16
8:00	85.Capitol Critters 6.1/11	70. CBS Saturday Movie—Shipwrecked 7.9/14	23. Golden Girls 15.2/28	64. Cops 9.4/17
8:30	83. Who's the Boss? 6.3/11			
9:00	87. Perfect Strang. 5.4/10		20. Empty Nest 15.6/28	66. AMW Special 9.0/16
9:30	82. Growing Pains 6.4/11		30. Nurses 14.5/26	77. Firehouse Encore 7.2/13
10:00	67. The Commish 8.9/17	68. Boys of Twilight* 8.7/16	53. Sisters 11.3/21	
10:30				
SUNDAY	10.6/16	19.2/30	9.3/15	9.4/15
7:00	70. Life Goes On 7.9/13	1. 60 Minutes 21.4/36	89. Eerie, Indiana 4.5/8	83. True Colors 6.3/11
7:30				81. Parker Lewis 6.5/11
8:00	32. Am Fun Hme Vid 14.1/21	13. Murder, She Wrote 16.2/24	80. Hot Country Nights 6.7/10	41. In Living Color 13.2/20
8:30	49. Am Fun People 12.0/18			34. In Living Color2 13.6/20
9:00	58. Muhammad Ali 50th Birthday Celebration 10.7/16	2. CBS Sunday Movie—A Woman Scorned 19.5/30	42. NBC Sunday Night Movie—Perry Mason: Case of Fatal Framing 12.9/20	36. Married w/Childn 13.4/20
9:30				47. Married wChildn2 12.1/18
10:00				86. Get a Life 5.8/9
10:30				90. Sunday Comics 4.4/7
WEEK'S AVGS	12.4/20	13.3/21	13.0/21	9.8/16
SSN. TO DATE	12.1/20	14.1/23	12.6/22	7.9/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

MEDIA HOPE TO ACCESS NEW COMPUTER DOLLARS

By Sharon D. Moshavi

Computer manufacturers, a slumping ad category in 1991, may be on the mend for 1992. At least two computer companies are newly entering the television advertising arena, which could be the impetus for other competitors to bring their dollars back into the TV market.

The companies, Digital Equipment Corp. and software manufacturer Microsoft, are turning to television for the first time to advertise their products, according to published reports. Microsoft is said to be spending $8 million in the next month, and Digital is said to be spending about 30% of its advertising budget on TV. That could mean revitalized competition in the marketplace and heavier spending in 1992 by computer companies, which already advertise on TV and which for the most part cut back their spending in 1991 (see chart).

TV SPENDING BY COMPUTER COMPANIES

Company	*1990*	*1991*	*Percent to network*	
			1990	*1991*
Apple Computers	**$21.2 million**	**$9.7 million**	**64**	**63**
Compaq	**7.2 million**	**33,000**	**83**	**0**
Hewlett-Packard	**6.5 million**	**7.6 million**	**62**	**88**
IBM	**34.8 million**	**23.6 million**	**92**	**89**
Radio Shack	**10.6 million**	**6.5 million**	**96**	**85**
Sharp	**4.9 million**	**307,000**	**100**	**0**
Toshiba	**2.6 million**	**1,000**	**69**	**0**
Xerox	**8.4 million**	**11.4 million**	**93**	**99**

Source: Arbitron Broadcast Advertisers Report

Of the three product categories comprising the computer category, the largest was down drastically in 1991. The computers, hardware and software category, was hit hard, down by more than 50%, from $66.3 million two years ago versus $30.5 million last year, according to Arbitron's Broadcast Advertisers Reports (BAR). Furthermore, that decline may have been concentrated among personal computer manufacturers, such as IBM, Apple and Compaq.

The word processing category, however, grew by 63%, up from $8.9 million in 1990 to $14.5 million in 1991. The data systems and general company promotion category also grew by 23%, up from $21.1 million in 1990 to $26 million last year.

Total TV spending for all computer categories, including hardware and software, word processors and data systems, was down 25% from $95 million in 1990 to $70.8 million in 1991, said BAR.

Although it had the least percentage loss, computer advertising on network TV lost the most in dollars, down 25% from $74 million to $55.8 million, compared with a 5% drop in overall network advertising last year. Cable TV was down nearly 29% from $10.1 million in 1990 to $7.2 million in 1991, despite a 10% gain in overall cable advertising revenue.

The percentage drop for national spot computer advertising was the largest, from $10.4 million to $6.6 million in 1991, for a 36% decline. National syndication was the only category to see growth, although in absolute dollars the growth was small, going from $445,000 in 1990 to $1.2 million in 1991. ■

SINGAPORE BROADCASTING CORPORATION

INVITATION FOR PROPOSALS

The Singapore Broadcasting Corporation (SBC) invites proposals for a radio consultancy study for its 9 radio channels comprising 4 English-language channels, 2 Mandarin channels, 2 Malay channels and 1 Indian channel. Consulting groups with experience in radio management, programming, marketing and research are invited to submit proposals.

The scope of the consultancy includes formulating a market segmentation strategy, business structures and a comprehensive business plan for SBC Radio; and advising on improvements in programming, marketing, research, staff development and other areas of radio management.

Please obtain the necessary Tender Specifications from:

Head(Tender Unit)
Singapore Broadcasting Corporation
Andrew Road, Caldecott Hill
Singapore 1129
Attn: Mr Ow Kee Hong
Tel: (65) 3503434
Fax: (65) 2357736

Deadline for submission of proposals is 10 April 1992.

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WSLM-FM Salem, Ind. □ Sold by Henson Media Inc. to U.S. Radio III for $2 million. **Seller** is headed by Don H. Martin, and is licensee of WSLM(AM) Salem, Ind. **Buyer** is headed by Ragan Henry and other investors. Henry, under U.S. Radio and Ragan Henry Broadcast Group Inc., owns 8 AM's and 13 FM's. He is also purchasing KMGR-AM-FM Salt Lake City (see below). WSLM-FM has gospel, sports and talk format on 98.9 mhz with 50 kw and antenna 492 feet. *Broker: Sailors & Associates.*

WCTH(FM) Plantation Key, Fla. □ Sold by Sounds of Service Radio Inc. to Gateway Broadcasting Inc. for $1.148 million. Terms: $900,000 cash at closing and $248,000 noncompete and consulting agreement. **Seller** is headed by Marie B. Rivers, and has interests in WEDR(FM) Miami and WSWN(AM) Belle Glade, both Florida; WGUN(AM) Atlanta, WEAS(AM)-WWJD(FM) Savannah and WGOV(AM)-WAAC(FM) Valdosta, all Georgia, and KWAM(AM)-KRNB(FM) Memphis. **Buyer** is headed by Norma Wymer. Gateway Broadcasting is currently "time brokering" small portion of time on WCTH pursuant to agreement dated July 1, 1991. WCTH has AC format on 100.3 mhz with 100 kw and antenna 440 feet.

WWNN(AM) Pompano Beach, Fla. □ Sold by 777 Communications Ltd. to HMS Broadcasting Inc. for $1.08 million. Terms: $120,000 escrow deposit and $960,000 cash at closing, of which $330,000 is for three-year noncompete covenant. **Seller** is owned by general partner Nuckols Corp., headed by Joseph S. Nuckols Jr., and has no other broadcast interests. **Buyer** is headed by Howard and Susan Goldsmith, husband and wife, who have interests in WNZS(AM) Jacksonville (sold, pending FCC approval) and WSBR(AM) Boca Raton, both Florida. Susan Goldsmith also has interests in WTMY(AM) Sarasota, Fla. WWNN has motivation-self-help format on 980 khz with 5 kw day and 1 kw night.

KUUY(AM)-KKAZ(FM) Orchard Valley (Cheyenne), Wyo. □ Sold by Arlie L. Davison and Associates Inc. (formerly Windsor Communications Inc.) to Windsor Communications Inc. of Wyoming for $1 million. Terms: $125,000 cash at closing and $875,000 eight-year promissory note at 10%. **Seller** is headed by John W. Hough. Ross A. Fleischmann, 44.5% shareholder, has 5% interest in licensee of KJFM(FM) Louisiana, Mo. **Buyer** is headed by Paul E. Lowrey, and has no other broadcast interests. KUUY has C&W format on 650 khz with 8.5 kw day and 500 w night. KKAZ has AC format on 100.7 mhz with 100 kw and antenna 490 feet.

WDLT(FM) Chicksaw (Mobile), Ala. □ Sold by JAB Broadcasting Inc. to United Broadcasting Co. Inc. for $879,000. Terms: $725,804 cash at closing and $153,196 eight-year promissory note at 10%. Sale of station approved last year to Bay Lakes Broadcasting Inc. for $879,000 did not close ("For the Record," Aug. 12, 1991). **Seller** is headed by J. Alex Bowab, and has no other broadcast interests. **Buyer** is headed by Tom C. Wilson, and is permittee of WKWA(AM) Mobile, Ala. WDLT has soft AC format on 98.3 mhz with 3 kw and antenna 300 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$1,605,500** □ **7**

FM's □ **$4,726,880** □ **6**

AM-FM's □ **$1,235,000** □ **2**

TV's □ **$0** □ **0**

Total □ **$7,567,380** □ **15**

1992 to Date:

AM's □ **$8,786,601** □ **24**

FM's □ **$34,308,235** □ **38**

AM-FM's □ **$22,371,022** □ **14**

TV's □ **$25,710,000** □ **7**

Total □ **$91,175,858** □ **83**

For 1991 total see Jan. 27, 1992 BROADCASTING

CLOSED!

KZRQ-AM/KIVA-FM, Albuquerque/Santa Fe, New Mexico, from Daytona Group of New Mexico, Norman Drubner, Principal, to Carl Como Tutera.

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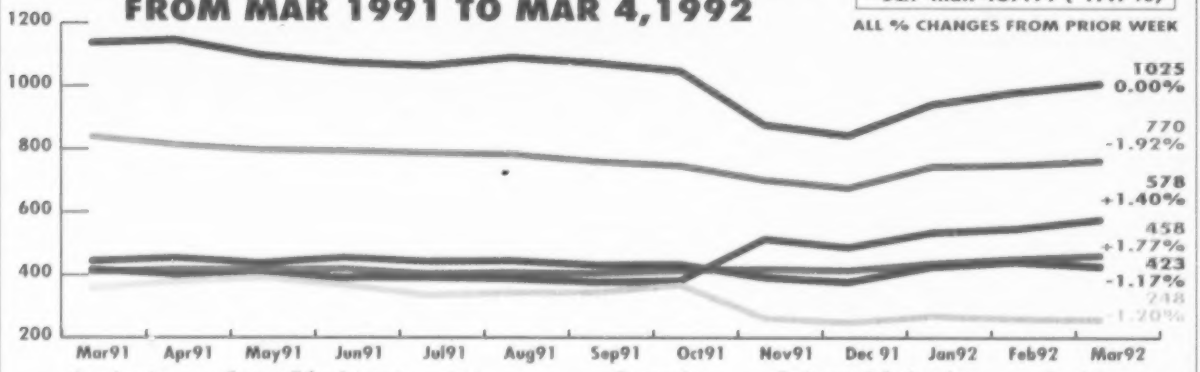
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 4,1992

NASDAQ: 630.29 (-0.34%)
S&P Ind.: 487.19 (-1.47%)
ALL % CHANGES FROM PRIOR WEEK



HOW VIEWING TIME IS DIVIDED (1990/91)

* Non-Network

Source: Cablevision Advertising Bureau

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,984	230	5,214
Commercial FM	4,588	1,017	5,605
Educational FM	1,514	316	1,830
Total Radio	**11,086**	**1,563**	**12,649**
Commercial VHF TV	557	15	572
Commercial UHF TV	579	171	750
Educational VHF TV	123	5	128
Educational UHF TV	235	9	244
Total TV	**1,494**	**200**	**1,694**
VHF LPTV	422	150	572
UHF LPTV	759	856	1,615
Total LPTV	**1,181**	**1,006**	**2,187**
FM translators	1,887	349	2,236
VHF translators	2,531	76	2,607
UHF translators	2,323	384	2,707

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

KMOX(AM)'S ROBERT HYLAND DIES AT 71

Robert Francis Hyland Jr., senior vice president, CBS Radio, and general manager, KMOX(AM)-KLOU(FM) St. Louis, the station CBS founder William Paley called the "jewel in CBS's crown," died of cancer March 5 at his home in St. Louis.

Hyland had been with the station since 1951, when he joined KMOX as national sales manager. He began his career in 1941 at WTAD(AM) Quincy, Ill. After serving in the Navy as an ensign, he returned to radio at KXOK(AM) St. Louis in 1946. In 1950 he moved to CBS-owned WBBM(AM) Chicago as an account executive before returning to St. Louis with KMOX(AM).

Working from midnight to 5 p.m., Hyland directed programing "with the self-assurance of a gambler holding four aces," BROADCASTING said of him in 1956, and he was an innovative programer and marketer. CBS/Broadcast Group President Howard Stringer said, "He was that rare type of executive who gave his all to a vast array of issues and interests simultaneously. We are enriched for having known him, and the industry will always bear his imprint." He pioneered the talk format, editorializing, endorsing candidates, carrying baseball broadcasts of the St. Louis Cardinals and using the Conelrad warning system for severe weather conditions, a plan later adopted nationally by the United States Weather Bureau. He turned down the presidency of CBS Sports and the CBS radio network to stay in his native St. Louis. "It's too easy in this business to get opaquely absorbed in your own little office and completely lose touch with the people you are trying to serve," he told BROADCASTING at the time. Information, he believed, is the "lifeblood of radio."

While leading one of America's top-rated news/talk/sports stations, Hyland earned a reputation as one of St. Louis's outstanding public servants and civic leaders. He incorporated some of that service in KMOX, including *Call for Action*, an off-air volunteer program, and broadcasts from both houses of the Missouri Legislature. He was founder of the Media Club of St. Louis and the Hyland Center for the treatment of chemical dependency within St. Anthony's Medical Center.

He was the recipient of many industry awards, including the National Association of Broadcasters "Broadcaster of the Year" award. He is survived by his wife, Pat; sons Matt and Robert III, the latter an executive with Arbitron, New York, and former general manager of KCBS-TV Los Angeles; a daughter, Molly; his brother, William, and six grandchildren.

TECHNOLOGY

Thomas Vaccaro, audio maintenance technician, ABC Radio Networks, New York, named manager of data systems.

Virginia Lee, general manager, satellite division, Learfield Communications Inc., Jefferson City, Mo., joins Scientific-Atlanta Inc., Atlanta, as sales and marketing administrator, Broadcast Radio & Data Systems.

D.L. Bean, general manager, IPA, Chicago, joins Editel there as general manager.

PROMOTION AND PR

Jerry Sherman, retired VP, corporate communications, Paramount Communications Inc., New York, rejoins as senior VP, corporate communications.

Robert L. Pini, senior account executive, Bender Goldman Helper, joins Group W Satellite Communications, New York, as manager, public relations.

ALLIED FIELDS

Walter C. Miller, most recently producer and director, *Saturday Night at the Super Bowl*, has been named executive producer and director of Academy of Television Arts & Sciences' *44th Annual Primetime Emmy Awards*. Miller has directed and produced past Emmy programs.

Robert Johnson, president, Black Entertainment Television, Washington, will be honored with National Association of Black Owned Broadcasters' Pioneer in Entertainment award.

John Francois, territory manager, Radio Advertising Bureau, New York, named director, regional markets.

DEATHS

Kenneth Francis Gaughran, 55, senior editor, ABC Radio Network, died March 3 in New York of cancer. Gaughran was with ABC News since 1966 where he started as radio newswriter and editor. He previously worked as news director at Herald-Tribune Radio Network from 1963 to 1966.

Kenneth Muir Reichenbach, 73, engineer, died of heart attack Feb. 18 in Portsmouth, Va. Since 1976, Reichenbach worked at WGNT(TV) Portsmouth, Va., most recently as director of engineering. He earlier worked at WNEW(TV) New York, from 1946 to 1976. He is survived by his wife, Camille; daughter, Renee, and two grandchildren.

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Broadcasting In Brief

The Public Broadcasting Authorization bill (S. 1504) has been delayed indefinitely in the Senate. Debate on the bill bogged down after the first day last week (see page 36). The Senate moved on to debate a crime bill and is expected to spend this week on tax legislation. The bill's supporters hope to come to a compromise with the seven key conservative Republican opponents within the next few weeks. S. 1504 would authorize $1.1 billion to CPB in 1994-96.

An anti-abortion ad campaign broke last week on several cable networks, but at least three networks refused to air it. Arts & Entertainment and Viacom's MTV and Nick at Nite will not accept the spots, which focus on choosing adoption over abortion. The month-long campaign, paid for by the Arthur S. DeMoss Foundation, is currently running on all four Turner networks, Lifetime, the Discovery Channel and CNBC. Some CNBC staffers are not happy with that decision and held a meeting with CNBC President Al Barber to voice concerns. Sources say the network may ask to run a disclaimer with the ads. Lifetime, the cable channel targeted at women, said it has received some calls on the commercial, with opinions "balanced between positive and negative," said a spokesperson.

Nielsen Media Research signed a multi-year contract with the Hearst Broadcasting Group last week. The agreement covers all six Hearst television stations, including WBAL-TV Baltimore and KMBC Kansas City, which will be metered markets effective November 1992. Also under the contract, WISN-TV Milwaukee will take metered service for the first time, WCVB-TV Boston is renewing its metered service, and WDTN-TV Dayton, Ohio, and WTAE-TV Pittsburgh are renewing the diary service.

Cox Enterprises has exercised its options to purchase Merrill Lynch & Co.'s remaining 37.6% interest in Teleport Communications Group, bringing the company's total ownership role to 50.1%. TeleCommunications Inc. last month agreed to buy the remaining 49.9% stake in the telephone company, which provides alternative optical fiber access to long-distance carriers, major businesses and others (BROADCASTING, Feb. 24).

The Monitor Channel has signed a deal with Super Channel, a pan-European satellite service which beams programs in English from London to 24 countries representing 50 million homes. As planned, a weekly Monitor "mini-newsfeed" will provide Super Channel with 10 stories, each averaging four to seven minutes in length.

News Corp. said it intends to raise approximately $300 million by issuing zero coupon notes due 2002. The company says proceeds would be used "to continue...to reduce indebtedness and to provide funds for general corporate purposes." The notes will be exchangeable into shares of News Corp.

NBC profit in 1991 plunged 56%, to $209 million, on a 4% revenue decline, to $3.1 billion. The General Electric subsidiary's income would have decreased even further, save for a "gain recorded on the disposition of NBC's interest in the RCA Columbia Home Video joint venture." According to the GE annual report, the NBC Television Network reported a loss, while operating results at the owned TV stations also declined. Contributing to the loss was a write-down of NFL rights.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 23. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune 15.5/234/99
2. Jeopardy! 13.1/212/97
3. Star Trek 12.0/234/98
4. Oprah Winfrey Show 11.2/212/96
5. Entertainment Tonight 9.4/186/96
6. Current Affair 8.4/171/93
7. Married...With Children 8.3/174/94
8. Cosby Show 7.9/204/97
9. Donahue 7.5/220/97
10. Inside Edition 7.2/126/86
11. Sally Jessy Raphael 6.4/207/97
12. Hard Copy 6.3/169/91
13. Wheel Of Fortune-wknd 6.0/150/96
14. Street Justice 5.7/136/91
15. Love Connection 5.2/183/94

KPIX-TV FILES FOR PRIME TIME WAIVER

KPIX-TV San Francisco made it offical last week and requested a temporary waiver of the prime-time access rule. In its request to the FCC, the Group W-owned station says its experiment will be different from that of KCRA-TV Sacramento because two stations (KRON-TV San Francisco is the other one) will be participating, which will provide the FCC with "even more valid data on the impact of an across-the-board change in the prime time period." Since KPIX-TV airs a one-hour newscast at 10-11 p.m., it does not technically need a waiver. However, citing a competitive market that "requires stations to remain fluid" in their ability to change schedules, the station wants the same flexibility that may be accorded KRON-TV regarding a redesignated PTAR period.

KPIX-TV has been airing CBS prime time programming in the 7-10 p.m. slot since Feb. 8; the same time KRON-TV made its switch. -#